

1. Record Nr.	UNINA9910825440703321
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Titolo	Guidebook for supporting decision making under uncertainties : today's managers, tomorrow's business // Ettore Piccirillo, Massimo G. Noro
Pubbl/distr/stampa	Hackensack, NJ, : World Scientific, c2008
ISBN	1-281-91897-0 9786611918972 981-277-008-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (x, 148 p.) : ill
Altri autori (Persone)	NoroMassimo G
Disciplina	658.403
Soggetti	Decision making Business logistics - Decision making Industrial efficiency - Evaluation Risk management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 137-138) and index.
Nota di contenuto	ch. 1. Decision under uncertainty. A radical change of perspective. The new business drivers. Traditional accounting measures are surpassed. A new approach to value -- ch. 2. Critical review of accounting performance measures. Residual income indicators. Time issues. Capital scale issues -- ch. 3. Critical review of strategic criteria. Shortcomings of existing methodology. Strategic issues. Impact on residual income indicators -- ch. 4. A way forward: quantitative decision making measures. The enhanced NPV. The capital scale index. The operating value added model -- ch. 5. A way forward: qualitative decision making measures. Project value chain. The growth matrix. Risk analysis -- ch. 6. The framework. The vision. Residual income indicator. Capital scale index. Growth matrix. Risk analysis -- ch. 7. Implementing a case illustration.
Sommario/riassunto	This book provides much-needed guidance in making sound business decisions for the business leader or decision maker, especially investment appraisal practitioners such as strategic planners, business analysts, financial partners, and supply chain experts. By "supply chain", the authors mean the network of retailers, distributors,

transporters, storage facilities and suppliers that participate in the sale, delivery and production of a particular product. The book begins with an introduction to the concept of decision making under uncertainty and the forces driving the business. A gap in the current knowledge is then discovered as it arises from an analysis of the profitability indicators that are currently being used. With hands-on experience in decision making within the supply chain environment, and coupled with leading-edge mathematical and business formulations, the authors propose how to enrich quantitative and qualitative decision-making measures. This further leads to a decision-making framework and process, supported by a ready-to-use tool (PADOVA).
